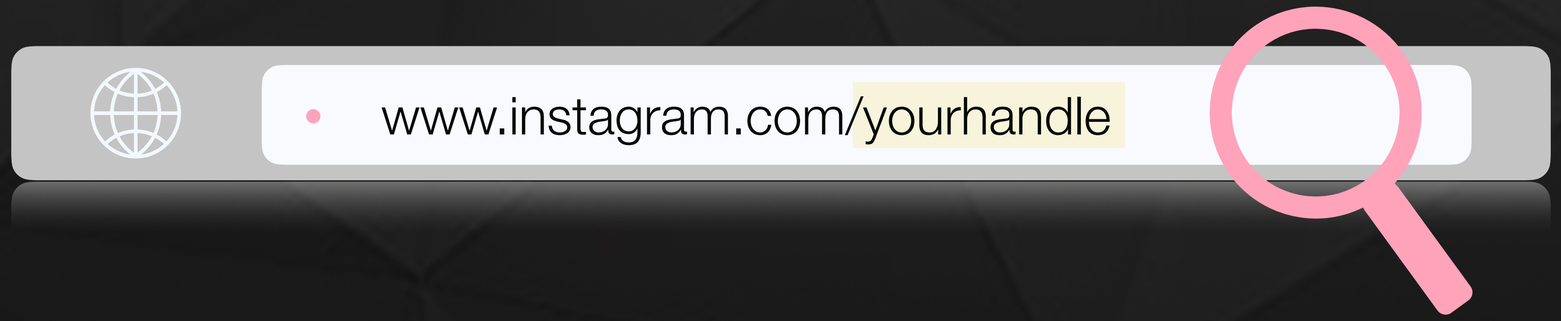
THE PERFECT INSTAGRAM HANDLE

What is an **Instagram Handle**?

An Instagram handle is your **username** on Instagram

- It’s used to **identify** your account
- It is also used as your **URL** address



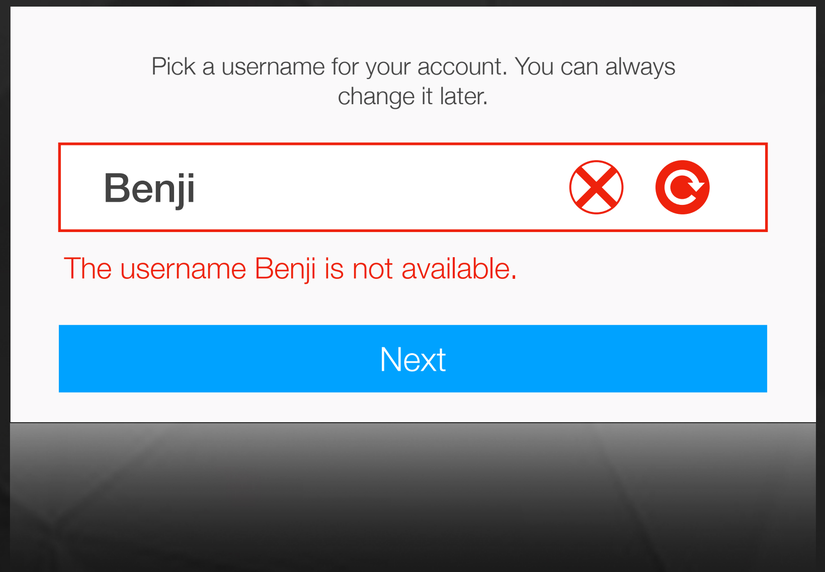
Your Instagram handle is your **unique identifier** on Instagram

Your handle is **searchable** by users (SEO)

#1 RULE:

The simpler your instagram handle, the better it is as a **Unique Identifier**

If your first choice of a **Unique Identifier**
is taken, there are a few tips and tricks to find a name



Add a full-stop / underscore	.....	Benji.Blue
Add an initial	.....	BenjiJWilson
Use your niche	.....	Benji.Entrepreneurship
Use your domain (.com)	.....	BenjiBlue.com
Add a prefix	.....	ItsBenji
Add a country / state	.....	Benji.Australia

Personality

@benji

@benjamin

@benjamin92

@benjamin_92

@b_enja_min_J3

Brand

@nike

@nikeofficial

@nikeapparel

@nike.brand

@n_ike1

Themed

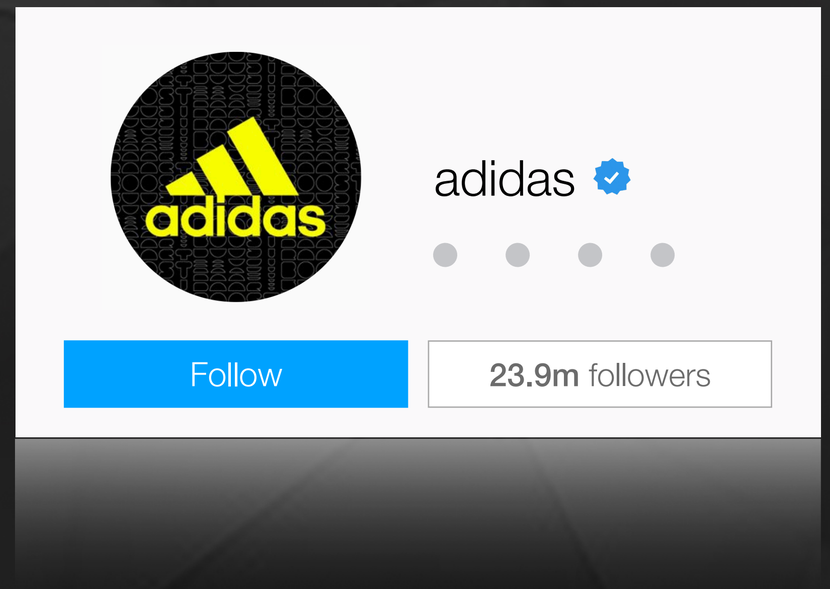
@entrepreneur

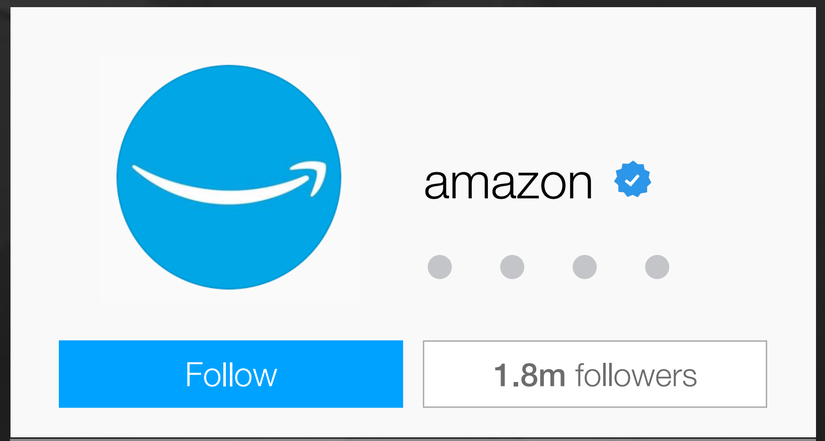
@entrepreneurPosts

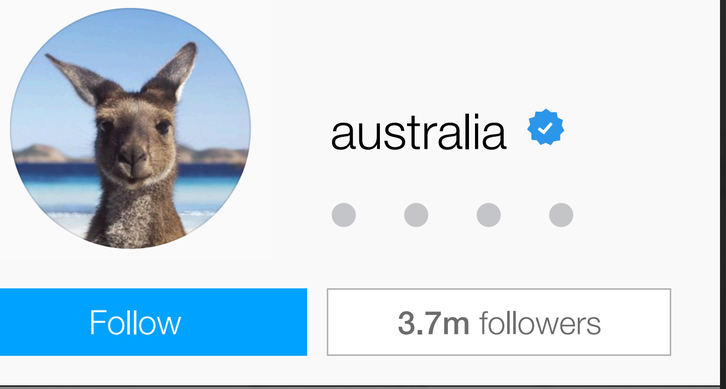
@entrepreneurship.1

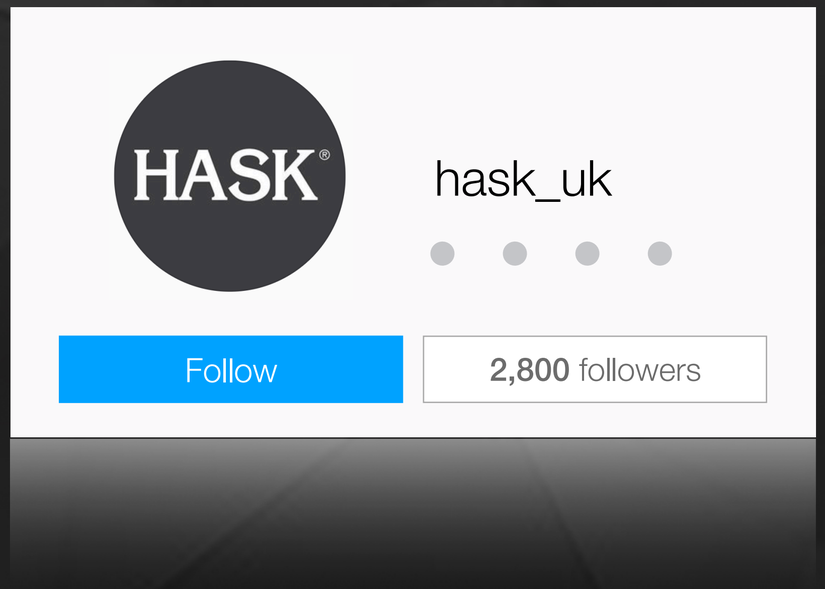
@entrepreneur_quotes

@ent.repreneursh1p.1


adidas
adidas
Follow
23.9m followers


amazon
Follow
1.8m followers


australia
Follow
3.7m followers


HASK®
hask_uk
Follow
2,800 followers